



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 7/12/2001

GAIN Report #CH1031

# **China, Peoples Republic of**

## **Exporter Guide**

### **Internet Resources in Agriculture**

### **2001**

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#### **Report Highlights:**

**A proliferation of internet resources on Chinese agriculture have opened a wide range of information and opportunities for U.S. exporters. This report includes a small sample of these resources.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Beijing [CH1], CH

## Let A Thousand Websites Bloom

E-Commerce and web-based information resources in China have flourished over the past few years, providing a broader range of business opportunities and more information than ever available before. According to sources from China's Ministry of Agriculture, China has grown from some 200 agricultural related web sites two years ago to the current 2,200. Information covers about eighteen categories and 127 sub-categories of agriculture-related fields. More than half of these websites are for organizations and companies in Beijing, Zhejiang, Jiangsu, Shandong and Guangdong, while the twelve provinces and autonomous regions of West China only account for 14%. Among the web sites, 37% are run by agricultural enterprises, 17.4% by government organizations, and 16.4% by science and technology or educational institutions.

Following are a few of the more useful websites. The list is far from comprehensive, as new sites are emerging all the time. Many of the sites are partly or completely in Chinese, and may be impossible to view without Chinese language software. For the sake of simplicity, websites are divided into government, industry associations, state trading companies and commercial websites, though the divisions are, by necessity, arbitrary. Several general business websites of interest are also included.

### Government Organizations

Chinese government organizations such as Ministry of Agriculture, Ministry of Foreign Trade & Economic Cooperation and the Ministry of Public Health all use their home pages to post new laws and regulations, news releases, business opportunities, trade trends and so on so forth.

**Ministry of Agriculture (MOA) :** [www.agri.gov.cn](http://www.agri.gov.cn).

The Ministry of Agriculture's website includes government policies and regulations related to agricultural production. The web site also provides current and past government announcements on agricultural issues, laws and regulations on agricultural production and agriculture related news items, such as disease outbreaks or weather conditions. Readers may also subscribe to analysis and forecasts for different commodities, such as grains, oilseeds, cotton, livestock, fruit, and others. Information on domestic market supply and demand, trade and international trends are also available. Most of the information is in Chinese apart from the introduction. The website is linked with other Chinese websites for commodities such as grains, vegetable oils, and cotton. Some of the commodity analysis is for subscribers only with fees charged on an annual basis.

**Grains and Oils Information Center (GOIC):** [www.grain.gov.cn](http://www.grain.gov.cn)

Part of the State Administration for Grain, GOIC provides a wide range of information on grains, oilseeds and intermediate commodities such as vegetable oil. Information includes current production, supply and demand estimates and forecasts, as well as domestic and international pricing information. GOIC also provides estimates for a number of minor commodities such as sunflowerseed. The website is a subscribers-only service.

**Ministry of Foreign Trade & Economic Cooperation:** [www.moftec.com](http://www.moftec.com).

The Ministry of Foreign Trade and Economic Cooperation (MOFTEC) is in charge of the overall administration of China's foreign trade and economic cooperation. Its main tasks are to develop strategies for foreign trade and economic development; draft and submit plans; formulate policies, laws and regulations affecting trade; exercise macro-economic control; and carry out the administration of foreign trade. MOFTEC has been a key player in China's efforts to join the WTO. The website includes both Chinese and English language information, and contains information on China's policies, laws and regulations related to foreign trade, customs and taxation, commodities and inspection, environmental protection, and exhibitions and trade shows.

**The State General Administration for Quality Supervision and Inspection & Quarantine.**

AQSIQ is a new organization formed on April 10, 2001 by merging the former China State Administration for Entry-Exit Quarantine & Inspection (CIQ) and the State Bureau of Quality and Technical Supervision. The purpose of the merger was to prepare for China's entry into the WTO, and to improve administration by combining standards administration for domestic and imported products into a single organization. Both agencies continue to run separate websites.

The former CIQ's web site is located at [www.ciq.gov](http://www.ciq.gov). Most of the website is in Chinese, but a significant amount of information is available in English. The agency's major responsibilities include the development of rules and working procedures for the inspection and quarantine of commodities for import or export. They conduct inspection of commodities to ensure that they meet health standards, and sanitary and phytosanitary safety standards, and issue import permits. As such, this agency is of crucial importance to businesses wishing to export food and agricultural products to China.

The former State Bureau of Quality and Technical Supervision still has its English version web site at: [www.csbts.cn.net/english/index.htm](http://www.csbts.cn.net/english/index.htm) which gives some detailed information on the types of standards for commodities including products of heavy and light industries, including products of the food industry. The standards apply to products produced or marketed within China.

**China General Customs Administration:** [www.customs.gov.cn](http://www.customs.gov.cn)

This website includes a number of Chinese laws and regulations regarding intellectual property rights, trademark protection laws, PRC Customs laws, civil and criminal laws, and selected international treaties. Most are in Chinese language, though some are also posted in English. The web site also reports news on customs interceptions and incidents such as Chinese companies exporting counterfeit garments and other commodities.

**Ministry of Health:** [www.moh.gov.cn](http://www.moh.gov.cn)

MOH is the Chinese government organization responsible for standards for food safety and hygiene, as well as other standards related to human health. The website includes a section listing laws, regulations and rules the ministry has promulgated from 1978 to October 1999. Part

one of this section includes laws on food safety and quarantine, and medicine. Part two includes regulations on monitoring and supervision of hygiene standards at ports and details on the management of medicines. Part three includes regulations on hygiene for food products including sugar, meat, edible oils and soybeans. This web site also posts health-related circulars from other government organizations such as AQSIQ.

**State Economic & Trade Commission:** [www.cacs.gov.cn](http://www.cacs.gov.cn).

This website deals primarily with anti-dumping, trade subsidies and related issues. There are eleven categories in this web site, including laws/regulations, announcement of arbitration, classic cases, theoretical studies, historical information, training information, international organizations and questions and answers.

**China Green Food Development Center:** [www.greenfood.org.cn](http://www.greenfood.org.cn).

This is an official web site for China's organic food initiative. It introduces China's "Green Food Project" and all policies, regulation and rules related to the production, distribution and management of green food in China. This web site has an introduction in English, but everything else is in Chinese.

**Shaanxi Agriculture Bureau:** [www.agri.sh.cn](http://www.agri.sh.cn).

This is a good (if somewhat narrow) website for information on agricultural production and related matters. The website is in Chinese only.

**Heilongjiang Provincial State Farm Green Food Office:** [www.greenfood.hl.cn](http://www.greenfood.hl.cn).

This page is only available in Chinese. However, it has listed the central government's laws and regulations on green food production, registration, marketing and distribution. It is also designed to help find both suppliers and buyers of green foods. The news column covers international trends and other market information.

## **Chinese Industry Associations**

**The China Food Industry Association:** [www.cfiin.com.cn](http://www.cfiin.com.cn). This site includes both English and Chinese language versions, with both simplified and traditional characters. However, the English version is limited to market surveys, special reports and trade data. Chinese language information includes detailed news on the ag processing industry; sector specific analysis and forecasting; laws, regulations and circulars related to both general and specific food categories; information on food standards; trade data on food industry products; and new product introduction and promotion. Monthly reports on specific food categories are available on request for paying customers.

[www.cnfoodnet.com](http://www.cnfoodnet.com) is a Chinese language website also sponsored by the China Food Industry Association. It includes all laws and regulations related to the food industry. It also includes a list of food and agricultural enterprises including forestry, fishery, food processing, food manufacturing, soft drinks, wine & spirits, tobacco manufacturing, food machinery, food packaging machinery, food wholesale and retail, research institutes and departments related to food industry at universities, and industry associations. The names, addresses, telephone numbers, fax numbers and home page addresses of the companies and organizations are all listed.

The site also lists technical programs including international and domestic programs related to the food industry. Information includes individual or organization names of the program and a brief introduction and contact information. There is also a database of technical personnel in different food industry-related professions, and a listing of the nutritional contents of over one thousand kinds of food.

**The China Feed Industry Information Net:** [www.chinafeed.org.cn](http://www.chinafeed.org.cn). This is a professional organization established by the China Feed Industry Association and the Feed Research Institute of the Chinese Academy of Agricultural Science. This site consolidates information on the feed industry, animal husbandry, China's economic situation, markets, science and technology, and policies and laws.

The website went into service in 1998, and has been very popular with China's feed industry for the large amount of up-to-date information it provides. There are more than 20 separate sections, including feed industry news, viewpoints on the economy, the livestock breeding industry, price information, government circulars, policies, laws and regulations, science and technology trends, experts' forum, meetings and conferences, fish meal market reports, weekly reports from the American Soybean Association, grain market information, etc.

Other services include discussions on feed industry trends; market and price analysis; special subject consulting; special fax service to members; information on conferences, fairs and symposiums; website design and development; advertising design; virtual hosting; new technology and product introduction; and book sales on line.

**The China Fermentation Industry Association:** [www.brewchina.com](http://www.brewchina.com). The product range at this web site ranges from wine, beer and spirits to soybean milk, softdrinks and ice cream. Information includes technology, equipment, and suppliers in the fermentation industry.

**China National Wine Association:** [www.winechina.com](http://www.winechina.com). The English language version introduces China's wine history and current situation, grape varieties, standards and regulations, marketing and co-operation opportunities. The Chinese version has news on activities related to wine manufacturing and a list of wine fairs.

**Sugar Markets:** [www.chinasugar.net](http://www.chinasugar.net) and [www.gsec.com.cn](http://www.gsec.com.cn) together with [www.chinasugarmarket.com](http://www.chinasugarmarket.com). All three sites are sponsored by the sugar market, and are linked. Although the site claims to have an English language version, little information is available in English. The Chinese language version provides news on international and domestic sugar

markets, and sugar industry news for both technology and trade. Sugar wholesale prices for different markets and grades are also available online, as well as a directory of sugar industry enterprises.

**The China Food Additives Association:** [www.chinaadditive.com](http://www.chinaadditive.com). It includes information and results of food safety inspections on different food products and brands. There is also information on new products and on food products which did not meet the requirements of food safety laws and regulations.

## State Trading Companies

**The China National Cereals, Oils & Foodstuffs Import & Export Corporation (COFCO):** [www.foodec.com](http://www.foodec.com).

This site has six major index pages. The [www.foodec.com](http://www.foodec.com) home page provides information on laws and regulations, international and domestic market trends, analysis on current situation and forecast, information on supplies and demands, directory of companies, products introduction. The categorized sub-home pages are [foodec.com/oilseed.index.jsb](http://foodec.com/oilseed.index.jsb), [foodec.com/feed/index.jsb](http://foodec.com/feed/index.jsb), [foodec.com/corn/index.jsb](http://foodec.com/corn/index.jsb), [foodec.com/wheat/index.jsb](http://foodec.com/wheat/index.jsb) and [foodec.com/BBS](http://foodec.com/BBS) (forum). Seven other index pages are under development, and include pages for rice, sugar, meat, food processing, vegetables and fruits, minor grains and wines.

**The China National Cotton Exchange (CNCE):** [www.cottonchina.org](http://www.cottonchina.org).

The CNCE is China's major market for cotton purchasing and sales. The website includes information on cotton transactions including quantity, location, quality and price. It also provides China cotton policy news, cotton marketing forecasts and daily trading prices at CNCE which became the dominant price quotations for China's cotton market. The website is linked with the Cotlook A & B Indexes and some Chinese textile websites. CNCE is committed to e-business trade, and plans to open to overseas cotton enterprises after China joins the WTO. Their aim is to become the primary link between China's domestic cotton market and international cotton markets.

The CNCE was established by the All China Federation of Supply and Marketing Cooperatives as a clearinghouse for cotton procured by the state monopoly Cotton and Jute Corporation, CNCE is a non-profit service organization with headquarters in Beijing and more than twenty branch offices in major cotton producing areas of China. Services include transaction settlement, delivery, quality inspection, warehousing and transportation, etc. CNCE has more than one hundred and twenty members which are cotton and textile enterprises. These members can trade cotton at the Exchange by auctions. The Cotton and Jute Corporation also auctions the national reserve cotton at the Exchange.

**The State Tobacco Monopoly Administration:** [www.tobaccochina.com](http://www.tobaccochina.com).

TobaccoChina Online is the voice of China's State Tobacco Monopoly Administration. This web site was designed to provide quick access to tobacco information to China's tobacco industry. The site includes the following information:

- Updated Industry News
- Government Policies
- International Tobacco Business
- Tobacco Technology
- Company Profiles
- Online Forum

## **Commercial Food and Agriculture Websites**

**DISCLAIMER:** FAS does not endorse any of these websites. Many of these businesses have only been in operation for a short period of time and have little history to refer to. In addition, laws covering e-commerce in China are not well-defined, adding to the normal risks of doing business in China.

[FoodChina.com](http://FoodChina.com) is a commercial website with joint investment from two of China's largest state trading enterprises, **COFCO** and **TUHSU**. Between them, these two organizations control a large share of food and agriculture trade in China. This site includes Chinese, English and Japanese language sections. A wide range of free services are offered including industry news, price information and market analysis. Members gain additional services that include storefront services, online trading, premium news service, access to government laws and regulations for agribusiness, and the 'agribusiness directory.' Fee-based services include credit assessment, advertising and direct mail.

[FarmChina.com](http://FarmChina.com) claims to be the first business-to-business international trading marketplace and one-stop e-solution for the agricultural industry focusing on China. The company provides industry market reports, business news, trade data, a company directory by sector, match making services, advertising and consulting services, etc. FarmChina boasts a long list of members, including a large number of smaller companies.

[Byte-way.com](http://Byte-way.com) is a Beijing based dot com company founded by several young professionals who have been promoting American agricultural products and food for several years. Their web site offers information on both American and Chinese agricultural products and food manufacturers, exporters, importers, distributors and agents. The site is bilingual and the company serves as a matchmaker for both American and Chinese businesses in agricultural products and food industry.

[www.foodbusiness.com.cn](http://www.foodbusiness.com.cn) is a web site which provides news on the international and domestic food industry which includes a wide range of products. In the raw materials category, it includes grain, oils, sugar, fruits, meat, poultry, eggs, dairy products, etc. In the manufactured foods category, it includes wine, beer, tea, food additives, baking products, soft drinks, snack food, ready-to-eat meat, canned food, food ingredients, etc. The food manufacturing equipment



category includes all kinds of machinery and appliances. Services also include market research reports and information on technology and various databases including a directory of food manufacturing enterprises, trade data, etc. The web site is networked with more than fifteen food-related web sites.

Epansun.com is one of China's largest grain and oil web sites. This web site is available only in Chinese, and is a members-only web site. The content includes industry information; market analysis; overseas and domestic prices for grains and oils; trade statistics (China Customs data and charts); futures market information; special reports on WTO, GMOs, pests and diseases; and organization reports (on USDA, ASA, FAO and major Chinese grains and oils companies). To register, contact [custom@epansun.com.cn](mailto:custom@epansun.com.cn) for details. There is a membership fee, which will be quoted upon registration.

One of China's largest grain websites is sponsored by Beijing Xinhua Guoxin Science and Trade Co. Ltd., and is accessible through three different addresses: [www.cof.net.cn](http://www.cof.net.cn), [www.cctn.net.cn](http://www.cctn.net.cn) and [www.igrain.com.cn](http://www.igrain.com.cn). Major contents of the web site are production information, forecasts and the trade situation for a variety of commodities including grains, processed grains, oilseeds, feed ingredients, beans and other foodstuffs. The company also provides analysis published in the China Grain and Oils Market Information newsletter. Members can access additional information including auction prices of national reserved grain and conduct online trade.

[www.edibleoil.com.cn](http://www.edibleoil.com.cn) and its sister web site [www.edibleoil.net.cn](http://www.edibleoil.net.cn) provide access to laws and regulations of the Chinese government in managing edible oil imports and exports and domestic sales. The web sites also have trade data on soybean, soymeal, soyoil and other edible oils such as palm oil and rapeoil, etc. The web sites are linked with the ASA (American Soybean Association) website and some other edible oil-related web sites. You may find current information on international and domestic edible oil markets, news clippings from Oil World and weekly news from ASA. The services include directories of importers and exporters of edible oil, traders and also crushing enterprises.

The China Grain Network was founded by the China Zhengzhou Grain Wholesale Market, and is the largest grain industry web site. Its home page address is [www.cngrain.com](http://www.cngrain.com) and it provides information on grains and oils including weather, natural disasters, crop condition, etc. It also provides production, supply, demand and market information on grains and oils; wholesale prices at different domestic markets; domestic and international futures market information; and Customs data on imports and exports.

[www.chinawood.org](http://www.chinawood.org) is actually sponsored by the World Forestry Center in the U.S. and China Wood International Co. in Canada. The site is administered by China Wood in cooperation with Beijing Xiangfei Market Consulting Co. It provides information on forest products markets, forest products related international exhibitions, buyers' guides, marketing information in North America, Europe and other areas of the world, and guidance to websites of more than 200 international forestry related associations, companies and organizations.

[www.chinafoods.com](http://www.chinafoods.com). This website introduces China's food related agricultural production, food processing, packaging, etc. It also provides trade data on food related products. Users with



older web browsers may have difficulty viewing this site.

## General Business Websites

**China Council for the Promotion of International Trade (CCPIT)** has a web site at [www.ccpit.org](http://www.ccpit.org). Founded in May, 1952, CCPIT is a non-governmental commercial organization in China aimed at developing foreign trade. Its services including foreign liaison, international trade exhibition, foreign legal services, information consultancy, etc. This organization is China's largest private trade promotion agency. Its membership includes over 70,000 enterprises at more than 600 local councils. It also has 17 overseas offices. The headquarters and the local councils provide services such as:

- (1) Invites and hosts trade and commercial missions/groups from abroad
- (2) Organizes membership enterprises to go abroad for market survey and business negotiations.
- (3) Undertakes and organizes technical and trade seminars and conferences.
- (4) Collects and disseminates world trade information, provide counseling services by means of domestic and international information networks.
- (5) Provides legal services regarding international trade for foreign trade companies, manufacturers, foreign-invested enterprises.
- (6) Issues Certificates of Origin of the People's Republic of China.
- (7) Acts as an agent for overseas patents and trade marks, and help settle patent and trademark disputes.
- (8) Provides legal consultancy on foreign economic relations and trade; on establishment of foreign-funded enterprises, settles trade disputes through mediation, and conducts investigations and seeks solutions for claims filed by foreign clients and investors.

**China Business Associates** has its own website at [www.AmericaChina.com](http://www.AmericaChina.com). The company's goal is to help American businesses to localize their companies and help Chinese businesses which want to do business with the American companies to learn about and understand American companies and products, as well as understanding China's market. However, agriculture is only one aspect of the company's business scope.

**The China Business Guide Weekly** is sponsored by MOFTEC and its home page is [www.cbg.org.cn](http://www.cbg.org.cn). The China Business Guide Weekly is sponsored by MOFTEC and its home page is [www.cbg.org.cn](http://www.cbg.org.cn). China Business Guide (CBG) is an information service program for the promotion of China's international trade and economic cooperation. It is operated by the Editorial Board of China Business Guide. As an important component of China's national information service system for international trade and economic cooperation, CBG aims to help Chinese enterprises, small and medium sized enterprises in particular, to expand their overseas markets and increase their export. CBG services are delivered through publications, CD-ROM and through the CBG website. Information covers a wide range of business matters such as international market information, laws & regulations concerning foreign trade and economic cooperation, and information on the economic trends and environments, policies including foreign trade, foreign investment, customs, commodity inspection, taxation, civil/criminal laws, technical standards of all countries, etc.

